

ABSTRACT

A billboard system for communicating marketing data to a plurality of individuals at least one display means adapted to display marketing information, the display device comprising a communication code interface for communicating at least one communication code corresponding to a marketing campaign to the plurality of individuals and a data delivery system associated with the at least one display means, the data delivery system comprising a memory for storing marketing data, including marketing data 5 associated with the marketing information displayed by the display means and a communication means adapted to receive instructions from the plurality of users via a communication device, and to communicate data to the plurality of users via the communication device wherein the data delivery system is responsive to the communication device such that the communication means 10 is adapted to permit the plurality of individuals to pull marketing data, including marketing data associated with the marketing information from the memory. 15